LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC
Ad No. S-2400 – NACS Convention – Req. No. [illegible] – 4c/P.T. 9¼ x 12 – Convenience Store News – 73 [illegible]
Printed in U.S.A.

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC
Ad No. S-2400 – NACS Convention – Req. No. [illegible] – 4c/P.T. [illegible] – Convenience Store Journal – 73 [illegible]
Printed in U.S.A.

Come to
Marlboro Country

At the NACS convention, Philip Morris presents Ideas—1973

The First Major Improvement in Single-Pack Cigarette Merchandising

Here's our Idea for 1973: Pack Master,* a revolutionary, all-new method of merchandising single-pack cigarettes.

The new Philip Morris Pack Master is designed better to meet today's needs in your retail outlets.

It's gravity-fed, with automatic first in, first out stock rotation, insuring product freshness. Front-facing package display makes it easier for your customers to locate their brands. Quick and easy for your clerks to load.

Tailor Pack Master to the needs of *your store*—get any combination you want. There are 16 or 12 or 8 channels. Holds any standard size pack, from 70mm. soft pack to 100mm. box.

During the convention, stop by the Philip Morris suite at the Diplomat Hotel and let us demonstrate Pack Master's unique features. Or contact your local Philip Morris representative for details.

Another sales-building Idea from **Philip Morris USA**

Source: https://www.industrydocuments.ucsf.edu/docs/gtkn0003